

Message Text

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47

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 281400Z MAY 74

FM AMEMBASSY BERN

TO USDOC WASHDC

INFO SECSTATE WASHDC 9073

UNCLAS BERN 2005

USDOC

USDOC FOR BUREAU OF EAST-WEST TRADE

SUBJECT: SPECIAL TRADE OPPORTUNITY: SOCOR SA, CHEMIN DES DELICES
9, 1000 LAUSANNE 13, SWITZ.

REF: STATE 124358, 6/26/73; BERN 2498, 6/19/73; BERN OM 9/11/73

1. SOCOR WAS SUCCESSFUL IN 1973 IN PLACING DIE-MAKING
EQUIPMENT FOR PAPERBOARD INDUSTRY IN E. EUROPE ON BEHALF
J.A.RICHARDS CO., 903-05-07 N. PITCHER STREET, KALAMAZOO,
MICH. SOCOR CLAIMS SALES POTENTIAL FOR RICHARDS EQUIPMENT IS
PROMISING.

2. ON 8/9/73 PAUL A. RICHARDS OF J.A. RICHARDS CO., WROTE
SOCOR QUOTE WE WOULD BE GLAD TO CONSIDER WORKING UP
A FRANCHISE WITH YOU FOLKS IN THIS RESPECT FOR EASTERN EUROPE
UNQUOTE. SOCOR REPLIED ON 8/22/73. IN SPITE OF FOUR REMINDERS
SOCOR CONTENTS RICHARDS HAS NOT ANSWERED ITS MAIL. SOCOR
ANXIOUS TO HEAR FROM RICHARDS REGARDING COLLABORATION FOR
FUTURE SALES OF RICHARDS EQUIPMENT IN E. EUROPE.

3. DOC IS REQUESTED TO CONTACT RICHARDS AND SUGGEST THEY
CORRESPOND AGAIN WITH SOCOR ATTENTION F.O. PFISTER, VICE
PRESIDENT. NOTE: EMBASSY BERN IS AWARE OF REPEATED DELAYS
ON PART RICHARDS INANSWERING MAIL AND KEEPING
DELIVERIES THROUGH SWISS AGENT AMERIKA IMPORT LIPS.
SEVERAL MONTHS AGO DOC'S INTERVENTION RESULTED
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IN THREAT BY RICHARDS TO TERMINATE ARRANGEMENT WITH

SWISS AGENT. IN VIEW OF FOREGOING, PRUDENT APPROACH
IS RECOMMENDED.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BERN02005
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740133-0618
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740515/aaaaanak.tel
Line Count: 63
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 124358, 6/26/73; BERN 2498, 6/, 19/73; BERN OM 9/11/73
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 04 NOV 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 NOV 2002 by boyleja>; APPROVED <08 JAN 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SPECIAL TRADE OPPORTUNITY: SOCOR SA, CHEMIN DES DELICES 9, 1000 LAUSANNE 13, SWITZ.
TAGS: BEXP, SZ
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005